APPAREL AND FOOTWEAR

Fashion trends have a significant impact on sales and due to the seasonal nature clothing attracts lower margins than other categories

“Fast fashion” is impacting this sector as high street emulates designer wear

PERFUME & COSMETICS

Provide a convenient option for diversification also thanks to low barrier to entry. Main drivers of growth are new products/markets and the expansion of customer base

Men and younger customers are becoming interesting targets for the expansion. Products for men are driven by sports, fitness. Young are highly fashion literate and susceptible to marketing

LEATHER GOODS

Accessories are the “must have” items with high margins. Trend moves towards even greater exclusivity

Handbags are the most important goods category, real “iconic” products, with long waiting lists. Trends move away from heavily logoed products due to the easier counterfeit

JEWELLERY & WATCHES

For jewels, seasonal renewal of product move to better differentiate product offers. Younger and fashion consumers with high disposable income are targeted

For watches, precious metals, new features and designs enable further differentiation for “premium” brands